

Michigan eLibrary Usage and Statistics Report

Fiscal Year 12 Quarter 1 (Oct – Dec, 2011)

The Governor's Dashboard Metrics

We report on MeL quarterly to the State of Michigan regarding four key metrics: full-text retrievals from the databases, homepage visits, LearningExpress visits and Job and Career Accelerator sessions. Below I compare FY 12 Q1 (Oct to Dec) to the previous quarter (July to September 2011) and to this same quarter last year (FY 11 Q1).

Full text retrievals: This quarter MeL saw over three million full text retrievals from the databases, up 50% since last quarter. We expect to see an increase since the summer months due to the heavy usage of MeL by schools. Full text retrievals were down 9% over this same quarter last year. It is important to note that we have added and deleted databases this quarter.

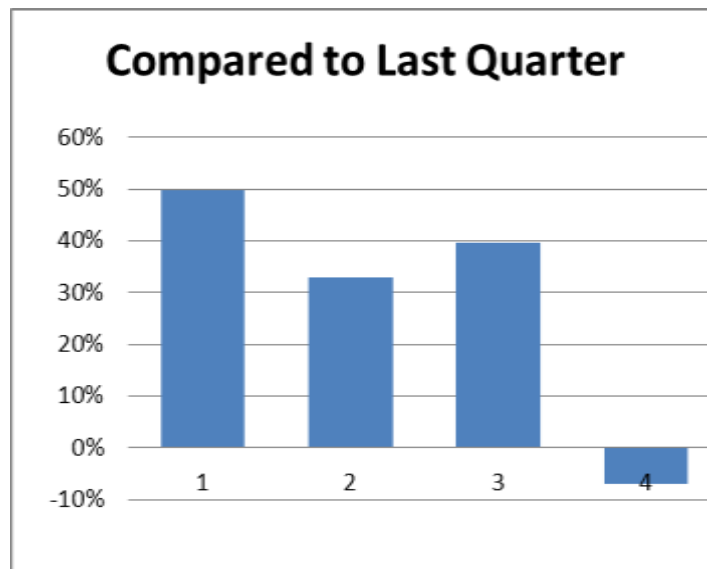
Homepage visits: This quarter MeL saw over one million homepage visits, up 33% over last quarter, due in large part to the heavy usage of MeL by schools. What's more, homepage visits were up 40% over this quarter last year.

LearningExpress visits: MeL saw almost 41,000 visits to LearningExpress, that's a 40% increase between this quarter and last and a 21% increase over this quarter last year.

Job and Career Accelerator: This is the only area where MeL saw a decline. Between last quarter and this quarter MeL saw a 7% drop (a total number of sessions of 3,219). We did not have Job and Career Accelerator during this quarter last year and so cannot compare it. LearningExpress was engaged in a training tour which ended in the quarter under discussion which may account for the drop. The Business and Jobs Gateway is one of the least used of the Gateways so I think it's safe to say that JAC's placement on the homepage is proving advantageous to this resource's user numbers. Tom Burnosky of LearningExpress told me that the company attempts to guide all Michigan traffic for their products to the MeL homepage. Indeed, 929 of the 1,208 visits in October were from MeL and not from individual libraries.

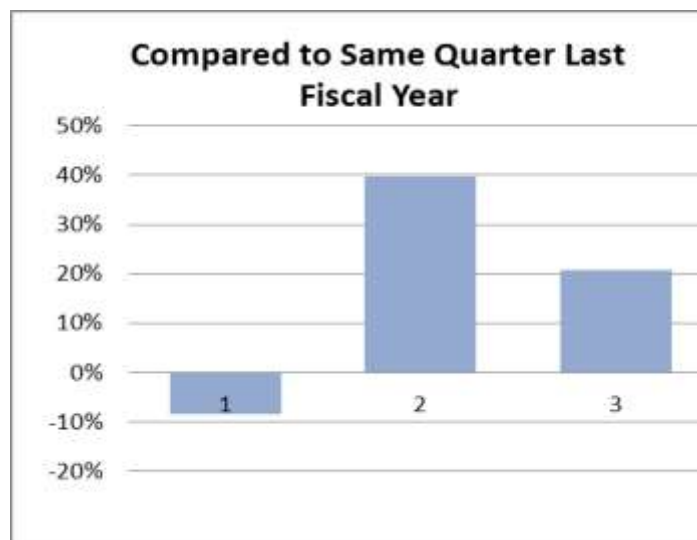
Compared to Last Fiscal Quarter

	FY 2012 Q1	FY 2011 Q4	
Full text database retrievals:	3,032,759	1,523,662	50%
MeL homepage visits:	1,077,048	722,546	33%
Learning Express total visits:	40,932	24,674	40%
JCA total sessions:	3,219	3,444	-7%



Compared to Same Quarter of Last Fiscal Year

	FY 2012 Q1	FY 2011 Q1	
Full text database retrievals:	3,032,759	3,290,603	-9%
MeL homepage visits:	1,077,048	648,120	40%
Learning Express total visits:	40,932	32,471	21%
JCA total sessions:	2,383		



Full Report of MeL Databases Usage:

MeL Database Usage

October-December 2011

	Sessions FY2012 Q1	Searches FY2012 Q1	Full Text FY2012 Q1
Gale Databases	3,709,576	9,526,778	2,852,860
Chiltons	57,670	N/A	N/A
ProQuest - SIRS Discoverer	11,092	60,394	25,873
ProQuest - SIRS Renaissance	75,935	92,942	66,318
ProQuest - Heritage Quest	25,057	105,567	N/A
ProQuest - eLibrary	48,519	86,708	87,708
ProQuest - eLibrary Elementary	9,634	21,833	33,120
ProQuest-CultureGrams	40,282	N/A	N/A
TOTALS	3,977,765	9,894,222	3,032,759

	Site Visits	Total Tests	Total Courses
Learning Express	40,932	25,926	7,864
	Sessions	Resumes	Job Searches
JCA	2,383	243	6,774

Gateway Usage

The most heavily used gateways in this quarter were:

1. Teens (46,169 visits)
2. Kids (23,305 visits)
3. Books and Reading (14,903 visits)
4. Genealogy (11,211 visits)

At the other end of the spectrum, the least used gateway was Legal with 2,795 visits. The next least-used gateway is the Business and Jobs gateway. It had approximately 10% of the usage of the most popular gateway, Teens, with a total of 4,364 visits for the quarter.

FY 11 Q4: The most heavily used gateways last quarter:

1. Teens (13,969 visits)
2. Book and Reading (11,811 visits)
3. Genealogy (10,812 visits)
4. Michigana (7,160 visits)

The least-used gateway in this quarter was Legal with 2,505 visits. Coming in as the second least-used gateway for this quarter as well is Business and Jobs at 3,570 visits.

Interestingly, while over-all database usage was down in December, including visits to the databases page, use of the Kids and Teen gateways held steady and were in fact both slightly higher than November. See the discussion on the new databases in Notable Changes to MeL in This Fiscal Quarter That May Affect Statistics for a possible explanation.

Gateway statistics:

	Oct-11	Nov-11	Dec-11	TOTAL
Homepage	390,266	386,557	300,225	1,077,048
Databases	66,263	65,349	57,442	189,054
Books and Reading	4,913	4,923	5,067	14,903
Michigana	3,421	2,951	2,549	8,921
Business and Jobs	1,631	1,435	1,298	4,364
Genealogy	4,225	3,632	3,354	11,211
Health and Wellness	1,550	2,285	1,422	5,257
Legal	1,126	814	855	2,795
Kids	7,184	8,001	8,120	23,305
Teens	14,844	15,529	15,796	46,169
Reference	2,140	1,907	1,724	5,771
Promotions	721	962	924	2,607

Google Analytics and Coremetrics

Google Analytics and Coremetrics augment the server data we have regarding how many visits MeL.org gets. Google Analytics is a free tool that I installed at the beginning of the fiscal year. Coremetrics will be provided to us by eMichigan. I am in the process of having that configured for MeL. John Estill of eMichigan is our contact person.

Here are some of the things Google Analytics can tell us:

Top cities visiting MeL:

City	Visits to MeL.org (any landing page)	Pages/Visit	Avg. Time on Site
Grand Rapids	56,681	1.62	0:02:21
Wyandotte	19,951	1.41	0:02:30
Ann Arbor	14,711	1.7	0:02:14
Lansing	11,806	2.11	0:02:53
Detroit	8,720	2.28	0:03:14
Port Huron	8,137	1.71	0:03:14
Holland	7,668	2.11	0:02:14
Saginaw	7,478	2.16	0:02:43
Muskegon	7,086	2.54	0:02:39
Ferndale	7,034	1.51	0:02:35
Flint	6,617	2.62	0:02:42
Kalamazoo	6,401	2.09	0:02:04
Keego Harbor	6,007	1.56	0:02:33
Traverse City	5,024	2.27	0:02:40
Clinton Township	4,403	2.24	0:02:20
Dearborn	4,110	2.2	0:01:59
Livonia	4,077	2.43	0:02:31
Holly	3,979	2.58	0:02:51
Troy	3,849	2.12	0:02:09
Midland	3,813	2.02	0:02:41
Grandville	3,640	2.47	0:03:00
Battle Creek	3,274	2.26	0:01:58
Warren	3,212	2.42	0:02:10
Sterling Heights	3,197	2.13	0:02:08
Royal Oak	3,188	2.06	0:01:57
Farmington	3,158	2.14	0:02:08
Mount Pleasant	3,100	2.06	0:02:25
Mesick	3,037	1.98	0:02:19
Jackson	3,023	2.15	0:02:39
Westland	2,854	2.69	0:03:03
Bay City	2,852	2.15	0:02:52
East Lansing	2,763	1.93	0:01:42
Ypsilanti	2,730	1.88	0:02:26
Southfield	2,701	2.13	0:02:11
Canton	2,668	1.96	0:01:58
Lapeer	2,484	2.95	0:02:29
Tawas City	2,368	1.69	0:04:33

Lake Orion	2,232	2.57	0:03:10
Caledonia	2,205	2.03	0:01:04
Sturgis	2,094	2.25	0:02:36
Vicksburg	1,957	1.75	0:01:49
Plymouth	1,927	2.04	0:04:27
Rochester	1,913	2.16	0:01:44
Commerce Township	1,888	2.87	0:02:30
Hudsonville	1,843	1.99	0:02:11
West Bloomfield	1,812	2.39	0:02:41
Portage	1,797	1.84	0:02:16
Novi	1,787	1.98	0:02:47
Marquette	1,678	1.92	0:02:07
Garden City	1,671	2.09	0:02:23
Carleton	1,632	3.16	0:04:39
Allen Park	1,603	2.46	0:02:52
Alpena	1,585	1.84	0:02:24
Franklin	1,543	1.99	0:02:25
Three Rivers	1,496	1.44	0:01:10
Owosso	1,482	1.84	0:01:49
Birmingham	1,477	2.39	0:02:30
Northville	1,473	2.96	0:03:12
Big Rapids	1,467	1.8	0:01:43
Brooklyn	1,457	2.24	0:01:54

Browsers visiting MeL:

Browser	Visits
Internet Explorer	69.26%
Firefox	14.78%
Safari	7.62%
Chrome	7.38%

Operating system visiting MeL:

Windows	88.90%
Macintosh	8.92%
iPad	0.78%
Android	0.56%
Linux	0.28%
iPhone	0.28%
iPod	0.16%
Blackberry	0.02%

Top ISPs Used to Access MeL:

1. Comcast Business Communications LLC
2. Wayne RESA
3. Charter Communications
4. Comcast Cable Communications Inc.
5. Grand Rapids Public Schools
6. Oakland Schools

Note:

Google Analytics reported approximately one third the number of visitors to the MeL homepage as our server statistics did over this quarter. I asked Mark Szidik, server administrator at MCLS, for an explanation. He said that our server statistics are solid and can be relied on. Our server reliably reports each time the MeL homepage and gateway pages are called up for a user. Google Analytics is confused by locations, such as schools and libraries, where multiple users are accessing MeL via the same IP address. This explains why they report a lower number of visitors. I will continue to rely on server statistics for number of visitors and on Google Analytics for other types of Web traffic data.

From MCLS (Google doc MeL Usage and Activity Stats)

MeLCat

Month	Number of items	Number of Bib records	Number of requests	Number of loans	Fill Rate
11-Oct	45,667,045	11,604,324	94,557	83,791	88.61%
11-Nov	45,605,584	11,530,474	91,572	82,926	90.56%
11-Dec	45,605,584	11,713,804	77,163	66,124	85.69%
			263,292	232,841	89.57%

Month	Academic Libraries	Public Libraries	School Libraries	Combined	Special	Total
11-Oct	48	320	27	10	8	413
11-Nov	48	320	27	10	8	413
11-Dec	48	322	27	10	8	415

Month	MeL Databases support requests	MeLCat support: Tickets Created	MeL Databases training sessions	MeL Databases training attendees	MeLCat training sessions	MeLCat training attendees
11-Oct	83	372	3	22	1	9
11-Nov	59	340	7	48	2	222
11-Dec	56	347	1	5	1	9

Update on Gaining Consistent Naming and County Data from Each Vendor

At a fall meeting with all of the vendors for the Oct 2011-Oct 2014 contract period, the Library of Michigan asked for:

- Standard names used for all Michigan libraries in statistical reports
- Reports broken out by county for each product

Shortly after the meeting the Library of Michigan provided Gale with a list of all of the libraries in Michigan, drawn from the Interactive Library Directory. They responded with a list of all of the libraries in their database and Sonya made adjustments to the library name field as needed. The name field was going to be shortened so that all vendors could use it and some names needed to be adjusted so they would be understandable in their shortened format.

In January we heard back from Martin Borg that they don't have a number of the libraries we listed in their system. Deb will get back with Martin and ask him to add those libraries.

The final step is to get the rest of the database vendors using the same library names and then to ask all vendors to provide county-by-county reports.

Notable Changes to MeL in This Fiscal Quarter That May Affect Statistics

This fiscal quarter saw the change-over to the new suite of databases. Significantly, we lost the EBSCO databases Novelist, Omni Full Text Select and CINAHL. We also did not re-subscribe to the OCLC products previously in MeL including WorldCat, or to the Newsbank collection. We added the following databases: eLibrary Elementary, CultureGrams, Small Business Resource Center, and Opposing Viewpoints in Context.

We've substantially bolstered our K-12 offerings. CultureGrams, eLibrary Elementary and Opposing Viewpoints in Context were all added to the Teens Gateway. CultureGrams and

eLibrary Elementary were both added to the Kids Gateway. What makes the numbers below even more impressive is that over-all statistics for the gateways were down due to the content management system upgrade. Once we reach the 3rd quarter of FY 2012 and are comparing apples to apples we will have a better idea of exactly what kind of growth these gateways are experiencing with the addition of the K-12 databases.

Comparison of Kids and Teens Gateways Last Quarter and Same Quarter Last Fiscal Year			
	FY 2012 Q1 (last quarter)	FY 2011 Q 1 (one year ago)	Difference
Kids Gateway	23,305	25,893	-11% ↓
Teens Gateway	46,169	16,093	65% ↑

The newly re-vamped Books and Authors by Gale is the replacement tool for NovelList and its usage has not changed substantially.

Comparison of NovelList and Books and Authors Sessions One Calendar Year												
	Dec 2011	Nov 2011	Oct 2011	Sept 2011	Aug 2011	July 2011	June 2011	May 2011	Apr 2011	Mar 2011	Feb 2011	Jan 2011
NovelList sessions	--	--	--	2,701	2,175	2,212	--	--	--	--	--	--
Books and Authors sessions	1,742	2,131	1,915	1,607	823	941	906	1,833	1,682	2,416	1,930	1,614

Reporting Changes in This Fiscal Quarter

This fiscal quarter LearningExpress instituted a new statistics reporting module which we can log in to and run statistics for MeL. We can also see usage statistics for any individual Michigan library. The new module reports slightly different numbers of visitors to its products for the months before it was in place and we were receiving our statistical reports from LearningExpress via email.